

BEFORE THE PUBLIC UTILITIES COMMISSION  
OF THE STATE OF CALIFORNIA

**Proceeding Caption:**

Order Instituting Rulemaking to Examine  
the Commission's Future Energy Efficiency  
Policies, Administration and Programs

**Docket Number:**

01-08-028  
Filed December 28, 2001

**Document Title:**

ADM Associates, Inc. Comments Related To Motion To Extend  
Statewide Proposal Filing Deadline - Energy Efficiency - R0108028

**Tendered By:**

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December 28, 2001

**REPLY COMMENTS RELATED TO  
"MOTION FOR AN EXTENSION OF TIME TO FILE PROPOSALS  
FOR NON-UTILITY STATEWIDE ENERGY EFFICIENCY  
MARKETING/OUTREACH" SUBMITTED BY  
ROBERT MOWRIS & ASSOCIATES ON DECEMBER 20, 2001  
SERVICE LIST R0108028**

ADM Associates, Inc., established in 1979, is a national energy efficiency program design, implementation, and evaluation firm, based in Sacramento, CA. ADM Associates, Inc. submits the following reply comments pursuant to the Administrative Law Judge Thomas' December 24, 2001, authorization served by email, as excerpted below:

"Any party wishing to comment on or oppose this motion shall do so no later than 5:00 p.m. on December 28, 2001. I attach the Commission's rules pertaining to motions, and the Electronic Service Protocol. Please follow these rules in submitting your responses.

[http://www.cpuc.ca.gov/PUBLISHED/RULES\\_PRAC\\_PROC/8508-16.htm#P1677\\_180481](http://www.cpuc.ca.gov/PUBLISHED/RULES_PRAC_PROC/8508-16.htm#P1677_180481)

[http://www.cpuc.ca.gov/PUBLISHED/FINAL\\_DECISION/11476.htm](http://www.cpuc.ca.gov/PUBLISHED/FINAL_DECISION/11476.htm)

We oppose the motion and urge the Commission to deny it. ADM Associates, Inc., and other non-IOU parties, went to considerable effort and expense to develop and submit Statewide Cross Cutting Marketing and Outreach proposals consistent with the terms established by the Commission.

We believe that providing such an extension is not fair to those who followed the PUC procurement procedures for the following reasons:

1. I have been in the energy research business since 1973, and I have yet to have been given a second chance to submit a proposal after its due date. In fact, there have been a few occasions in the past when our proposals have been rejected for being delivered a few minutes late due to the courier's fault, bad weather, mechanical failures, heavy traffic, or other factors beyond our control. This strict delivery time has been a policy of the State of California, and all of the California utilities, for as long as I can remember.
2. There is a more serious issue with the extension of the deadline for the statewide programs. All of those who have complied with the requirements, and have e-mailed their proposal to the service list, have already shared their strategies, ideas, and costs with everyone else. All taking advantage of a deadline extension have the opportunity to use the provided information to their benefit, at the cost of those who have complied with the original deadline. Therefore, extending the deadline will be totally unfair to those who have already submitted their proposals. This issue has

been raised by many potential bidders for the third party local programs, and the decision has been made that bidders are not required to e-mail their proposal to the service list until January 15, 2002. This is a fair decision. Extending the deadline for the third party statewide program is not, and it is inconsistent with the earlier decision, and the State's procurement procedures.

3. Extending the deadline would delay the implementation process for the proposed marketing campaigns, particularly for those that may not be carried out by the IOU's beyond the first quarter of 2002.
4. The decision to not extend the deadline for submission of proposals for the statewide program would not eliminate the opportunity for all potential bidders to submit proposals under Local Programs, which have a larger scope and budget.

Very truly yours,

A handwritten signature in black ink, appearing to read 'Taghi Alereza', with a large, stylized circular flourish at the end.

Taghi Alereza  
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## CERTIFICATE OF SERVICE

**Title of Document Served:**

REPLY COMMENTS RELATED TO "MOTION FOR AN EXTENSION OF TIME TO FILE PROPOSALS FOR NON-UTILITY STATEWIDE ENERGY EFFICIENCY MARKETING/OUTREACH" SUBMITTED BY ROBERT MOWRIS & ASSOCIATES ON DECEMBER 20, 2001 SERVICE LIST R0108028

**Place, Date and Manner of Service:**

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December 28, 2001

- Submitted by email to Sarah Thomas and 0108028 service list
- Hardcopy sent to Sarah Thomas, to docket office, to service list members without email, and others as needed (*due to email bounce or request from members*)

**Signature:**

A handwritten signature in black ink, appearing to read "Taylor D. Hsu", with a large, stylized loop at the end. Below the signature is a horizontal line.

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